

ISLAND ICE CREAM COMPANY

"40 Years" A Milestone to Celebrate

The old adage "where does the time go" seems so appropriate. Throughout my career, at the helm of Island Ice Cream Company, I have witnessed many trends that have come and gone in our industry. And through it all, Ice Cream has held steadfast as America's top "go to" comfort treat.

In 1978, my wife, Debbie, and I opened our first retail ice cream parlor, the "French Quarter Café". It was a successful concept based on a New Orleans style menu. As the years passed, ice cream flavors evolved to include many sophisticated, indulgent inclusions that enhance the flavor, texture, mouth feel and overall experience of eating ice cream. So, as current trends continue to favor more intense, creative and fun flavors, we have decided to celebrate our 40th year serving the Jersey Shore with the introduction of our New Orleans inspired French Quarter Ice Cream. In conjunction with Gifford's Ice Cream, we have developed several exciting flavors that will bring your customers back for more. One of my personal favorites is Coffee & Donuts, a.k.a Café Beignet.

Another current trend is the rapid growth of frozen yogurt stores. While it may slow down to a more sustainable level, like it did 10 years ago, Island Ice Cream continues to expand our product selection. Our successful hard dip frozen yogurt line up will satisfy your customers demand with Raspberry Chocolate Chip leading the pack as our #1 seller. In addition, we will be adding a full line of the premium Honey Hill Farms soft serve yogurt.

After 40 years of service, I know that meeting the demands of current trends is necessary to grow our businesses. Yet, it is the basics of high quality products and outstanding service that are the cornerstones to success. Our 40th Anniversary flavors and other new product offerings will be available at our ice cream tasting. Hope to see you there and best wishes for a healthy and busy summer.

Your Ice Cream Guy,

Tony

2012 
Newsletter

March 2012

Volume 5, Issue 1

Inside this Edition

A Note from Tony	1
Spring Tasting 2012	1
New 2012 Flavors	1
2012 Website Update	1
2012 New Products & Desserts	2
Ice Cream vs. Yogurt	2
The "Brain Freeze" Fun Facts	2
Tips & other Info!	2

2012 New Flavors



HP Hood



Chocolate Caramel Twist

Creamy, chocolate ice cream swirled with a caramel ribbon and tasty, chocolate flakes.

Island Ice Cream and Gifford's New Orleans Inspired "French Quarter" Ice Cream

Banana Foster

All natural banana ice cream with a cinnamon, brown sugar, rum ribbon.

Hazelnut Caramel Crunch

Hazelnut ice cream with a caramel swirl, chocolate chips and roasted almonds.

Coffee & Donuts

Rich and creamy coffee ice cream with a "Brown Betty" ribbon and crumb donut pieces.

Peanut Butter Cookies & Cream

Peanut butter ice cream, loaded with chocolate cookie and cream pieces.



**Check out our 2012
Web Info!**

Surf our web page at
www.islandicecream.net
or "Like us" on Facebook at
Island Ice Cream Company!

7th Annual Ice Cream Taste Testing Saturday, April 21st & Sunday, April 22nd

Please join us from 12:00 noon to 4:00 pm

Featuring "New" items from:

State Fair Donuts and Bindi Desserts

As well as our favorites from:

HP Hood, Breyers, Edy's, Gifford's, Philadelphia Water Ice,

Good Humor, I & I Snack Foods, Tropic Beverage and much more....

The event takes place at:

Bandanas Restaurant, Atlantic & Buttercup Avenue, Wildwood Crest, NJ





Nutrition Facts: Frozen Yogurt vs. Ice Cream

Ice cream is a dessert treat everyone has enjoyed since childhood. On a hot day, a cool dish or cone of ice cream can be just the ticket! In recent years, frozen yogurt has entered the scene as a dessert that may offer the same sweet benefits as ice cream, but with less fat and calories. The question of whether or not frozen yogurt actually is "healthier" than ice cream depends on the type of frozen yogurt and ice cream that is being compared. When comparing HP Hood Vanilla Ice Cream and HP Hood Vanilla Frozen Yogurt, these are some differences which may assist you with your customers' questions:

Calories

Ice cream and frozen yogurt are both made from dairy products. Generally, the fat content of ice cream is higher than yogurt, resulting in more calories. A 1/2 cup serving of HP Hood Vanilla Frozen Yogurt contains 90 calories and 1/2 cup of HP Hood Vanilla Ice Cream contains 140 calories.

Fat

While it is hard to beat ice cream's rich & creamy flavor, frozen yogurt enjoys the distinction of being a very tasty low or fat free product. There are 7 g of fat in a 1/2 cup serving of HP Hood Vanilla Ice Cream while there is 0g total fat in HP Hood non-fat, Vanilla Frozen Yogurt.

Carbohydrates and Sugar

As far as carbohydrates and sugar are concerned, there is not a huge difference between ice cream and frozen yogurt. You may be surprised to learn that a 1/2 cup of HP Hood Vanilla Frozen Yogurt has 19 g of carbohydrates with 14 g of sugar, while HP Hood Vanilla Ice Cream contains 17 g of carbohydrate and 13 g of sugar, a little less than frozen yogurt.

Sodium

Ice cream and frozen yogurt contain similar amounts of sodium per serving. A 1/2 cup serving of HP Hood Vanilla Frozen Yogurt contains 60 mg of sodium, and the same amount of HP Hood Vanilla Ice Cream has 50 mg.

In conclusion, the main nutritional difference between ice cream & frozen yogurt is fat calories. Most frozen yogurt is made with low fat dairy products and has less fat and calories than ice cream. Depending on your customers nutritional needs, you may want to consider bulk non-fat frozen yogurt as well as "No Sugar Added" ice cream in your line up. Both products have less calories than traditional ice cream and low fat frozen yogurt. Remember, however, customers often think the term NSA defines a product as sugar free. The term NSA or No Sugar Added, actually means just that—there is "No sugar added", during processing or packaging, but the natural sugars in the other ingredients are still present. Quite often these products are sweetened with a sugar substitute, such as aspartame or Splenda. It's also important to understand that these products may still be high in carbohydrates, so you have to check the ingredient label. This information is especially important for customers who have special diets or diabetes. For further information regarding NSA issues go to www.diabetes.org.

Island also offers Columbo or Honey Hill soft serve yogurts in various flavors and types, such as low fat, non-fat or non-fat with no sugar added. Inquire on line at www.islandicecream.net or call Island at 609-522-0438 for any questions!



Look for e-mails regarding upcoming news and events. If you haven't sent us your e-mail address, call Island to join our list or update your customer information!



2012 New Products

"State Fair" Mini Donuts!

Hot & Fresh

~ Easy to Make ~ Innovative ~
~ Delectable ~ Profitable ~

Honey Hill Farms Frozen Yogurt

All natural, smooth and creamy.

Unilever "Popsicle" Brand Novelties

Sour Patch Face Pop

Raspberry flavored ice pop.

Bubble Gum Turbo Rocket

Bubble Gum flavored ice pop.

Philadelphia Water Ice

Yo Ice

Healthy and great tasting yogurt and fruit ice.

Cherry & Vanilla

Orange Cream & Vanilla

Strawberry Kiwi & Banana

New Dessert Line Up

Coppa Single Serve Gelato Desserts Served in an individual glass! "Delicious and Classy"

Coppa Stracciatella—Chocolate chip gelato swirled with chocolate syrup, topped with cocoa powder and hazelnuts.

Coppa Caffe' - Fior-di-latte gelato with a rich coffee and pure cocoa swirl.

Coppa Spagnola—Vanilla and Amarena cherry gelato swirled together, topped with real Amarena cherries

Coppa Pistachio—Chocolate and pistachio gelato, topped with praline pistachios.

Yikes.....Brain Freeze?

Fun Facts

*Ouch! Why is my brain frozen? Scientifically known as "sphenopalatine ganglioneuralgia", a brain freeze is triggered within seconds of eating or drinking cold foods and liquids.

*What causes a Brain Freeze? It seems that when cold food or drinks touch the roof of your mouth, it cools a nerve center just above the palette. Thinking the brain is in danger of freezing, this nerve center overreacts by dilating blood vessels in the head in an attempt to warm your brain.

*Unfreeze my brain already! Here's the answer. For instant relief, press your tongue firmly to the roof of your mouth. Taking a few sips of a warm beverage may also help stop the pain. To prevent further ice cream headaches, remember to slow down and savor every delectable spoonful or sip.